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Angry Birds Go! races into app stores worldwide!

Ready, set, go! The birds and the pigs go soapbox racing in Rovio's first blockbuster free-to-play game launched today and featuring Hasbro TELEPODS integration for all major platforms on mobile and tablet!

Espoo, Finland - December 11th -- Rovio Entertainment is proud to present Angry Birds Go! today in app stores across the world. The game is Rovio's first major free-to-play Angry Birds title and the first time players get to see the Angry Birds world in glorious 3D as they race through Piggy Island.

In Angry Birds Go! players can jump behind the wheel of a downhill kart and race as Red, Chuck, Stella, King Pig, and other favorite characters from the Angry Birds universe. The game features well over 50 different soapbox karts and a selection of tracks ranging from canyons to speedways and stunt roads to air courses.

"Angry Birds Go! is our first major free-to-play Angry Birds game, and while we're super excited to step into this new territory, we're also staying true to our roots," said Jami Laes, the Executive Vice President of Games at Rovio Entertainment. "As with every previous Angry Birds game, there's lots of free content and we have great new updates already planned - including the eagerly awaited arrival of multiplayer. Our main goal is to provide an amazing experience with more than enough content to make sure everyone has a blast. We do offer some really awesome premium content for fans who want a bit more, but we've designed the game so that you don't have to pay to have a great time. The soft launch in select markets has helped us figure out what's working well."

There are many ways to enjoy the game with all the core gameplay in Angry Birds Go! available free of charge. Rovio has also teamed up with select partners, and these partnerships help Rovio to surprise fans with more fun and special content, such as free power-ups and exclusive karts. The first sponsors onboard at launch are State Farm, the Goldfish® Brand and Target.

Players will also have the opportunity to experience Angry Birds Go! with Hasbro's TELEPODS digital gaming platform. Initially introduced with Rovio's Angry Birds Star Wars II® earlier this year, the TELEPODS platform allows for a seamless integration of physical characters into the mobile gaming experience. The technology behind the TELEPODS platform allows players to "teleport" their physical Angry Birds Go! karts into the digital game using their mobile devices. With Angry Birds Go! Rovio and Hasbro are now launching a wide collection of karts, tracks, launchers and other fun toys across Hasbro's TELEPODS and JENGA lines.

"With one million Angry Birds Star Wars TELEPODS figures sold within a month of becoming available, the TELEPODS line is one of the hottest toys for the holidays and Hasbro continues to deliver a seamless physical to digital play experience with the new Angry Birds Go! TELEPODS line," said John Frascotti, Chief Marketing Officer, Hasbro, Inc. "Rovio has developed a fantastic new property with Angry Birds Go! and we look forward to fans enjoying the new TELEPODS line as well as the Angry Birds Go! JENGA games."

Angry Birds Go! is out today for iOS, Android devices, Windows Phone 8 and Blackberry 10.

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About Rovio Entertainment

Rovio Entertainment Ltd is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds™ characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July 1, 2016.

www.rovio.com

About Hasbro Inc

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.